

## Message Text

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47

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 221548Z AUG 75

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 6527

USDOC WASHDC

UNCLAS THE HAGUE 4248

USDOC FOR BIC/OIM/MRD CODE 214

E.O. 11652: N/A

TAGS: BBSR, NL

SUBJ: GLOBAL MARKET RESEARCH; BID REQUEST, BUILDING  
PRODUCTS AND CONSTRUCTION EQUIPMENT

EF: A. USDOC 11173; B. STATE A-4507

1. WE CONTACTED SIX FIRMS RE SUBJECT STUDY. THREE WERE  
NOT INTERESTED, ONE WAS TOO BUSY, ONE CONSIDERED FEE  
TOO LOW, AND ECOPLAN SUBMITTED BID, COPIES OF WHICH  
AIRMAILED LAST WEEK TO COMMERCE.

2. AS RESULT DISCUSSIONS WITH ECOPLAN, WE BELIEVE IT DOES  
NOT HAVE CAPABILITY OF UNDERTAKING SATISFACTORY STUDY.  
SO-CALLED THREE-MAN RESEARCH TEAM (SEE PARA 6/8 OF ECONPLAN'S  
BID, DATED AUGUST 14, 1975) MADE UP OF VAN DER MEER WHO HAS  
SO FAR DONE SOCIAL STUDIES ONLY, OSWALD STUDIED  
PSYCHOLOGY, AND LEFFER IS FORMER JOURNALIST AND PUBLIC  
RELATIONS MAN. NONE IS COLLEGE GRADUATE. ECOPLAN COMPLETED  
IN FEBRUARY 1974 A SURVEY OF PLASTICS IN THE BUILDING  
INDUSTRY OF WEST GERMANY. A QUICK REVIEW OF STUDY  
SHOWED IT TO BE TOO GENERAL AND NOT REPEAT NOT  
ORIENTED TO MARKET PENETRATION.

3. BECAUSE OF ABOVE, WE HOPE RESEARCH FIRMS IN OTHER  
COUNTRIES HAVE SUBMITTED BIDS WHICH INCLUDED NETHERLANDS.

BROWN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Review Authority:** ellisooob  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 FEB 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 FEB 2003 by ReddocGW>; APPROVED <09 MAR 2004 by ellisooob>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BBSR, NL  
**To:** STATE COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006